

An Exceptional Advertising Offer

FIFTY FREE TRIPS

TO LAKELAND HIGHLANDS, FLORIDA

The Restricted Country Club and Grapefruit District

This company is developing at Lakeland Highlands, Polk County, Florida, a large area of high-class grapefruit land in what is known as the Restricted Country Club District.

We believe there are many people in Clarksburg and vicinity to whom the natural advantages of Lakeland Highlands as a winter home and for a profitable investment will instantly appeal. For this reason we have arranged to offer fifty complete free trips to Florida to inspect this property.

A Land of Sunshine

Lakeland Highlands is a spot where nature has done her best. The land is high, rolling ground, similar to the best farming districts of Maryland and Virginia, with unusual scenic beauty and excellent soil. Numerous fresh water lakes add beauty to the country, and provide the best of sport for the angler. Fine air, high elevation (three hundred feet above Jacksonville, Tampa and St. Petersburg), pure water excellent drainage and an average temperature of 71 degrees make the climate of Lakeland Highlands ideal and particularly suitable for persons subject to la grippe, colds, catarrh, bronchitis and rheumatism.

Our property is in the central part of the State, thirty-five miles east of Tampa, in a triangle formed by Lakeland, Bartow and Mulberry. These three towns are prosperous, thriving communities, with excellent stores, schools, churches and amusements, and all connected by fine roads.

Large Returns From Commercial Grapefruit

We also offer to the first fifty investors from Clarksburg and vicinity, fifty complete ten-acre grapefruit groves at a price of only \$2,650 each, payable in a small cash payment, and the balance over a period of four years, on terms to suit the convenience of the purchaser. Each of these ten-acre groves will be planted with 484 selected grapefruit trees, one year old, five to seven feet in height, and budded to roots three to four years old. The trees will be thirty feet apart, giving ample space for sunlight and bearing surface. The

land on which each grove is planted will be carefully selected and located near a railroad, and hard-surfaced automobile road, and in the Country Club district. The price includes everything for a complete grove—clearing, fencing, plowing and planting, and your share of the Equipment Fund of the Lakeland Highlands Co-operative Association—all done with no trouble on your part.

These groves will bear some fruit the fourth year and beginning the fifth year should pay an average net profit of \$5 per tree each year, or an average annual income of \$2,420 for ten acres. At this rate the profit on the first two or three crops will entirely repay the investment and leave property which should be worth not less than \$10,000, producing a splendid annual income of \$2,420 or more. These figures are based on conservative, average returns, but nearly every year several groves in Polk County return a profit of 1,000 per acre.

Each Grove Developed by Experts—No Trouble to You

Each grove will be scientifically developed by the Lakeland Highlands Co-operative Association, at a cost of only \$2 per acre per month, plus the price of fertilizer actually used. This means that the culti-

vation, spraying, pruning and inspection of your grove will be carried on systematically, under the direction of expert horticulturists, by an Association incorporated for a period of 50 years, of which you will be a member, and which makes no profit on the work it does for you. This plan not only eliminates risk from inexperience, but it enables you to develop a profitable, commercial grove without personal attention, care and worry on your part, because the Association, working under scientific direction, will do the work for you better and cheaper than you could do it yourself, even if you knew how.

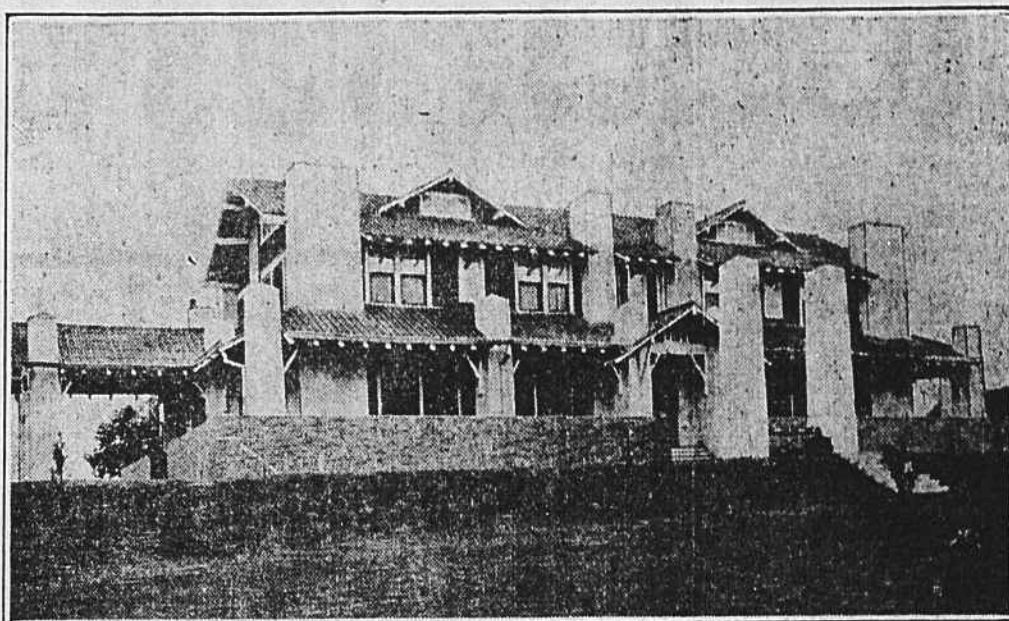
Picture to yourself, if you can, a country where the climate is always mild and even; where there is no freezing, frigid weather to make outdoor life unpleasant; no high humidity in summer to rob you of your energy; where sunshine, fruit and flowers replace the ice and snow of the North; where profitable crops are thriving every month in the year!

An Ideal Spot For Your Winter Home or Occasional Playground

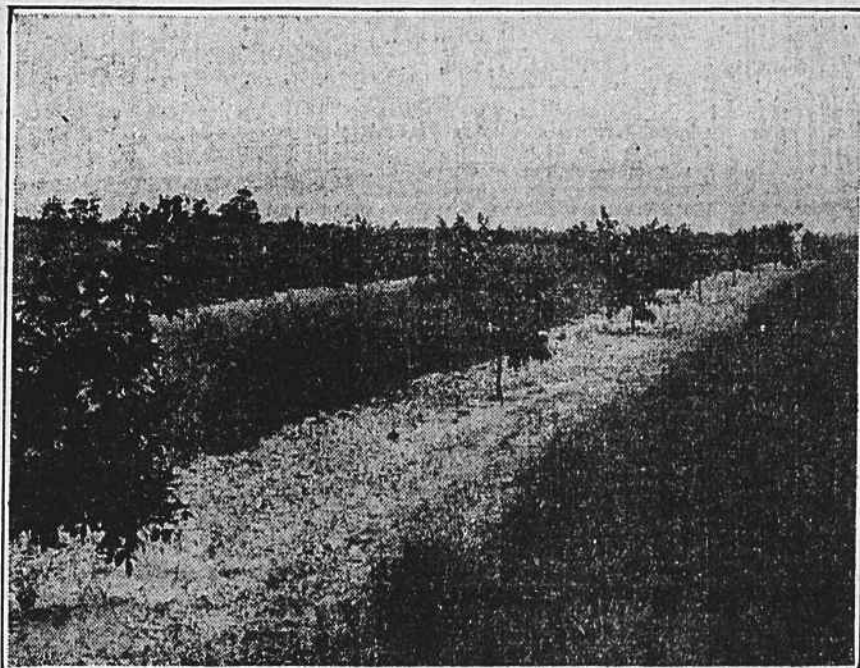
Imagine yourself free to enjoy, all the year 'round if you wish, your favorite outdoor pastime whether it is fishing, boating, motoring or bathing!

People in Lakeland Highlands today are enjoying the outdoor life and sunshine. Flowers are in bloom and crops are thriving. The citrus fruits are ripening and everyone is busy picking, packing and shipping this golden harvest.

This is the life of pleasure and profit which you are invited to share and enjoy.



The beautiful Lakeland Highlands Club where parties will be the guests of this Company while inspecting groves and surrounding country.



Two-year-old grove of Mr. L. G. Elliott, of Chicago. Note the healthy, sturdy condition of the trees.



The home of one of our investors. Thirty new homes have recently been built in Lakeland Highlands.

It's Warm and Sunny Now at Lakeland Highlands

There is no epidemic of Grippe or Pneumonia at Lakeland Highlands, Florida

Join our Personally Conducted Excursion on February 7th,

Only low rate excursion during Feb. to LAKELAND HIGHLANDS and return. Enquire at Once.

Our Offer is Positively Limited

Remember our offer of fifty free trips to Florida and fifty ten acre groves at the special price of \$2,650 is positively limited. We want to introduce our proposition in an effective way, to investors in Clarksburg and vicinity, and we are confident that our groves and our proposition generally, will appeal to those accepting this offer, and they will spread the message to others. But prices in Lakeland Highlands are advancing, because the land in Florida suitable for commercial grapefruit culture, is limited to a small part of only six Counties, while the demand for this delicious fruit is increasing year after year. Prices of uncleared orange land in California today are from \$500 to \$1,000 an acre, bearing groves \$2,000 to \$5,000 an acre, and it is only a question of a short time before prices in Florida will be even higher than this.

The free trip we offer will take one week, and will include a stop of several hours at Washington, D. C., to see the points of interest at the National Capital; a stop at Jacksonville, Tampa and other points in Florida, and daily automobile trips through hundreds of acres of orange and grapefruit groves in Polk County, just at a time when the fruit is ripe and you may pick it and eat it to your heart's content.

FIRST COME, FIRST SERVED

Don't lay this announcement aside with the thought that any time will do. When fifty groves have been sold the price positively advances, so call, phone or write our office now, and arrange for one of the free trips. A small first payment is enough to start your grove, and if you do not find everything at Lakeland Highlands just as we have represented it, your first payment will be refunded to you without question or embarrassment to you.

Full information, printed matter and photographs will be furnished to you upon application. Positively no groves will be sold at the present price after this introductory offer closes. Those coming later will pay the higher price. For full description of property and details of trip, address

W. F. HALLAM & CO., Owners, 320 Woodward Bldg., Washington, D. C.

SEE OUR
REPRESENTATIVE
AT

Waldo Hotel, Clarksburg, W. Va.

W. F. HALLAM & CO.,
320 Woodward Building,
Washington, D. C.

Please send booklet and other printed matter describing Lakeland Highlands and give me full details about the FIFTY FREE TRIPS TO FLORIDA.

Name

Street No.

City State

C. T.